

L. S. Ayres & Co.

The Gift She Will Always Need

Felice Daytime Sheers

1.19 pr.

3 pr. for 3.45



Compliments to you whether you give or wear these beautiful nylons in this favorite weight . . . 30 denier 51 gauge nylons with an eye on longer wear and greater flattery. Felice, in Mocca Frappe, a brown beige, and Town Taupe, a grey taupe, is now in Ayres' hosiery department.

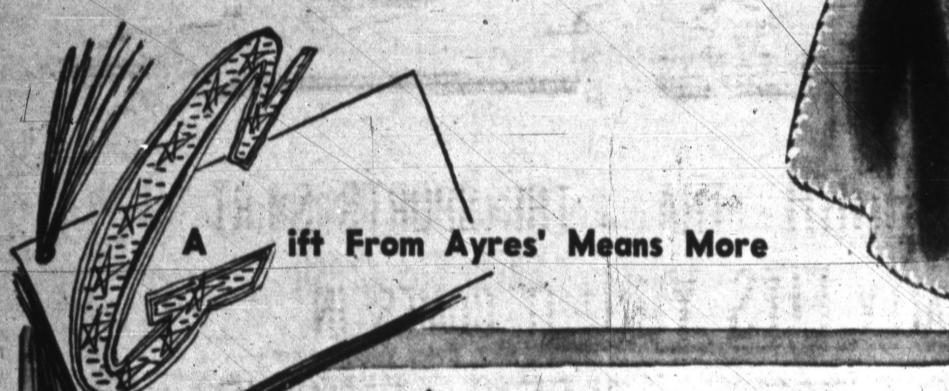
Ayres' Hosiery, Street Floor

*Reversible Hood 'N Scarf
for Christmas Giving*

2.00

Brushed rayon fleece with the feel and warmth of wool for the smartest hood and scarf combination you'll find in years. Completely reversible in a seemingly endless duo of colors: Black with white, blue, red, kelly, black; solid brown with beige, kelly, gold, brown; solid dark green with red or green; solid red. You'll want several of these sure-to-please gifts.

Ayres' Meridian Hat Bar, Second Floor
Ayres' Millinery, Third Floor



A gift From Ayres' Means More

Fashion Points to the Woman Who Wears Separates

The sign of a truly smart woman who knows how versatile her wardrobe can be with well chosen separates. Carefully proportioned to a woman's figure, tailored to her exacting demands, they are the ideal gift to the woman you want to remember long after Christmas.

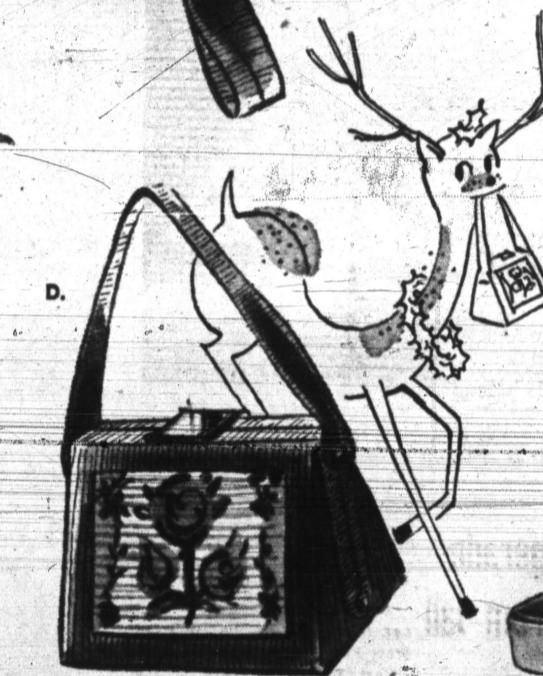
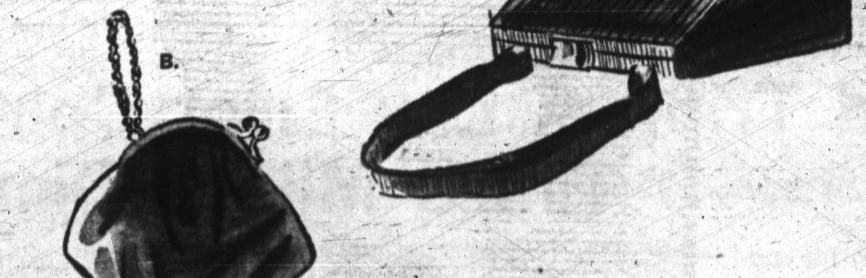
Slimming rayon crepe skirt in black only. Sizes 32 to 36. 7.98

Rayon crepe blouse with embroidered yoke. White, dark brown, black, navy. Sizes 38 to 44. 7.98

Tailored all-wool coat sweater. Raspberry, rose, light blue, beige, aqua, brown, navy. Sizes 38 to 44. 8.98

Ayres' Woman's Separates Shop, Third Floor

FRanklin 4411



*Our little gift handbags
are festive and feminine
and just 3.00**

Daintily shaped but roomy bags for afternoon and late-day wear . . . each a pretty and practical gift at a "little money" price!

A. Black, brown or navy rayon faille.

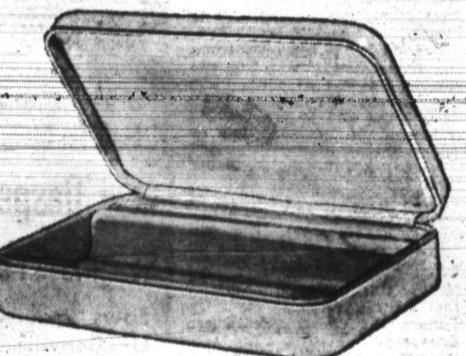
B. Rayon crepe, satin, brocade or velvet in a wide assortment of colors.

C. Black, brown or navy faille, fitted with a compact.

D. Black or brown rayon faille with tapestry inlay.

*Plus 20% Tax

Ayres' Handbags, Street Floor



Make Her Gift a "Traveler"

Exquisite Jewel Case by Farrington 1.95

Tiny enough to fit neatly into her week-end case, handsome on her dressing table . . . the gift she will appreciate all year. Of leather-grained texol with velvet lining, Ivory with wine, aqua with pink, and rose with aqua lining.

Ayres' Costume Jewelry, Street Floor

OPEN MONDAYS
FROM NOW UNTIL CHRISTMAS
SHOP 9:00 to 5:25
DAILY

